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division of tourism

commerce matters

Accountability backs effort

Visitors to North Dakota spent more than \$63.2 million in 2003 as a direct result of advertising by the Tourism Division of the N.D. Department of Commerce. For every marketing dollar invested in the U.S., the state got \$83 back in visitor spending; for Canadian travel the return was \$58 for every dollar spent.

"Two years ago we began marketing North Dakota more aggressively," Gov. John Hoeven said. "The new market research shows that we have taken the right direction and tourism advertising is delivering the right return on our investment."

The accountability study by Longwoods International, a leading travel industry market research company, shows Tourism's *Legendary* branding strategy continues to attract new visitors. North Dakota Tourism, for the second consecutive year, conducted the research to determine the effectiveness of its *Legendary* advertising campaign in motivating people to travel to the state.

"By conducting the research, we're putting our own feet to the fire," said Tourism Division Director Sara Otte Coleman. "We want to measure the effectiveness of our marketing and be accountable for the investment the state is making in tourism promotion. It shows our *Legendary* message is motivating people to come to North Dakota – that the *Legendary* brand continues to be on target and the advertising is making an impact."

Tourism invested \$716,360 in advertising in the U.S. and \$58,760 in Canada in 2003.

According to the study, conducted in the U.S. and Canadian markets where North Dakota's ads appeared, Tourism's advertising resulted in 603,000 overnight and day trips taken by U.S. citizens and 31,000 trips by



North Dakota Governor John Hoeven and Tourism Division Director Sara Otte Coleman discuss the accountability report with the media during the Tourism Conference in Minot.

No one here but eagles

If excitement is a true measure of interest, then the North Dakota Tourism Conference in Minot points to a lot of interest in tourism in North Dakota.

Attendees were educated, entertained and amused by activities during the three-day event at the International Inn in Minot. Gov. John Hoeven and Tourism Director Sara Otte Coleman used the event to outline the results of an accountability study that gave Tourism high marks for its marketing efforts. Coleman also unveiled the media plan for 2004.

Robert Stevenson, author of the book "How to Soar Like an Eagle in a World Full of Turkeys" thrilled attendees with a motivational speech that moved everyone in the audience. Several national, regional and local speakers held breakout sessions. See Page 2 for a photo album. ●



2005 State
 Tourism Conference
 Feb. 27-March 1
 Doublewood Inn
 Bismarck

Photo album

North Dakota Naturally

February 29-March 2

NETWORKING*Speakers**Awards*

Canadians. U.S. visitor spending in the state totaled \$59.7 million while a late summer push in Canada resulted in visitor spending of \$3.5 million as a direct result of the advertising.

The study shows state government received an estimated return of \$4 million on the \$775,000 advertising investment in the form of sales tax revenue generated by visitor spending at restaurants, hotels, motels, retail stores, recreation facilities, and gas stations.

"Tourism is one of five industries we have targeted in our economic development strategy to grow North Dakota's economy," Hoeven said. "There is a strong relationship between the image of a state as a place to visit and as a place to live, work and do business."

Coleman added, "Despite a lagging economy and a flat tourism industry nationally, tourism in North Dakota continued to show growth in 2003."

The television and magazine advertising appears primarily in the Upper Midwest, including Minnesota, Nebraska, Iowa and South Dakota. ●

Five presented Tourism awards

Five Governor's Travel and Tourism Awards were presented at the 2004 North Dakota Tourism Conference in Minot. The awards recognize outstanding leaders in the tourism industry.

Receiving awards:

Crystal and Marty Mulder, Roosevelt Inn & Suites, Watford City in the private travel and tourism entity category. The Mulders upgraded the hotel to entice visitors.

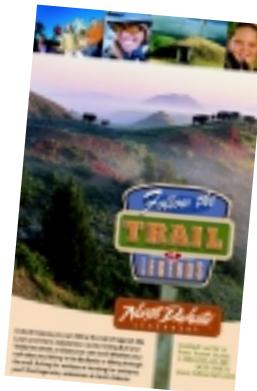
West River Regional Tourism Council, in public or nonprofit travel and tourism category. The council, made up of tourism entities and attractions in western North Dakota, implemented marketing strategies to promote western lifestyle through tourism.

Mark Kenneweg, Bismarck, Fort Lincoln Foundation's interpretive director, in the front line tourism employee category. A founder of the living history interpretive project at Fort Lincoln State Park, Kenneweg is the state's first certified interpretive trainer.

Terry Harzinski, Bismarck-Mandan Convention and Visitors Bureau executive director, in the international tourism category. Harzinski has built successful interna-

tional relationships in targeted international regions.

Jeff Altizer, Williston Convention and Visitors Bureau executive director, in the travel and tourism industry leader category. Altizer is a role model in all of his promotional efforts within his community and northwest-ern North Dakota. ●



2004 advertising campaign

North Dakota Tourism has launched its 2004 advertising campaign targeting people living within 1,000 miles of the state and history buffs motivated to travel to North Dakota by state's rich cultural heritage and history. Network and cable television ads are appearing in Nebraska, Iowa, South Dakota and Minnesota.

Print ads will appear in *AAA Tour Guide*, *Friendly Exchange*, *Midwest Living*, *Good Housekeeping*, *American Heritage*, *AAA Home and Away*, *Reader's Digest*, *the Lewis and Clark Travel Planner and Guide*, *USA Weekend Travel Service*, *Valassis* and *American Profile*. North Dakota ads will also appear in regional editions of *Country Home*, *House & Garden*, *Traditional Home*, *Garden Design*, *Food and Wine*, *Bon Appetit*, *This Old House*, *Parents*, *Parenting*, *Family Fun* and *Child*.

In June, radio ads and newspaper inserts will run in three Canadian markets: Winnipeg, Manitoba, and Regina and Saskatoon, Saskatchewan. A North Dakota ad will also appear in two Canadian travel magazines: *Going Places Manitoba* and *Westworld Saskatchewan*.

"New research shows the Legendary message is motivating people to come to North Dakota," Tourism Director Sara Otte Coleman said. "In 2003 the advertising returned \$63.2 million in increased visitor spending to the state. For every dollar we invested in our U.S. markets the state got \$83 back in visitor spending." ●

Annual report online

The North Dakota Tourism Division's 2003 annual report is now available online at www.ndtourism.com and click the resource center button.

The report compiled by Tourism Division staff includes year-end visitation numbers, accountability research highlights, marketing program reviews and more. ●



Tourism wins ADDY awards

North Dakota Tourism picked up three ADDYs from the Bismarck-Mandan Advertising Federation. The awards represent excellence in the advertising field.

Tourism received gold awards for its monthly newsletter (4 colors or more in sales promotion), designed by information specialist Scooter Pursley, and the 2004 travel guide (commercial publications) in which it partnered with North Dakota Association of Rural Electric Cooperatives and Odney Advertising in its design. It got silver awards for the North Dakota Sakakawea ad (full page, 4 color) and 2004 travel guide cover (covers, magazine or book). ●

Nature and rural tourism

The North Dakota Nature and Rural Tourism Association

was officially established during the 2004 Tourism Conference. The association is organized to increase revenues in North Dakota through nature and rural tourism. It will do this through the implementation and support of programs and policies that do no harm to people or the environment. Any tourism business or organization in North Dakota can become a member upon application and payment of annual dues or by paid membership in a multi-county organization or alliance dedicated to tourism development. The association meets again via conference call on March 29 at 2:30. If you have any questions regarding the association, contact acting chairman Marty Anderson at 701-838-0189 or marty@vision-video.com. Mark Zimmerman, Outdoor Promotions Coordinator with the Tourism Division, is an ex-officio board member. ●

TAP sets agenda

The Tourism Alliance Partnership (TAP) met on March 2 in Minot to develop and prioritize its legislative agenda. The agenda was prioritized on issues brought to the group's attention during meetings with TAP members. The 2005 legislative priorities are to lobby for the items of tourism marketing, tourism development, hunting/fishing issues, highway logo signs, state per-diem and liability & insurance issues. For more information on or to join TAP, contact Dana Bohn at 701-355-4458. ●

WHERE'S SCOOTER?

Frontier soldiers used to see this site as they prepared to turn in for the evening. North Dakota is where history comes alive. Where am I?



Last month ...

No one correctly guessed my location in February. So here's a hint. The building above was standard government issue in the 1800s. It's still here, just across the road. Please E-mail your answers to jpursley@state.nd.us by March 20. In the event of a tie, a drawing will be held to determine who receives the Legendary or Lewis and Clark item. Be sure to include your name, address and phone number. ●

